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# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2483

Nov. 9, 1990

**GATT PROPOSAL --** The U.S. proposal at GATT for improving farm trade will give a big boost to American agriculture. If adopted by GATT, this proposal will open up export markets in general for American farmers, increase sales & strengthen farm prices. Some of the many ways it would benefit American agriculture include: An opportunity to expand ag markets by opening up markets around the world we haven't been able to crack before; letting American ag ride the crest of economic development around the world; tap American farmers into rapidly expanding world populations; and launching American farmers on a growth pattern in the next ten years that will carry through the next generation. Contact: Kelly Shipp (202) 447-4623.

**CONSERVATION RESERVE PROGRAM PAYMENTS --** Secretary of Agriculture Clayton Yeutter has announced that full cash payments of more than \$1.6 billion will be issued to about 330,000 producers who are participating in the Conservation Reserve Program. "I'm pleased that USDA can make these payments," Yeutter said, "which are essential to many producers, without any further delay." To date, 33.9 million acres have been placed in the Conservation reserve Program. Contact: Kelly Shipp (202) 447-4623.

**STRAWBERRY FRUIT ROT --** A compound produced by a naturally occurring bacterium on apple leaves & fruit can delay fruit rot on harvested strawberries, a USDA scientist says. The compound kept berries free of rot for four days. That four days can be critical in marketing strawberries, says Fumio Takeda, a USDA horticulturist. Before the compound can be used commercially on strawberries it must pass further tests, and the Environmental Protection Agency & the Food & Drug Administration must approve it. Contact: Fumio Takeda (304) 725-3451.

**RECORD CEREAL CROP --** A record 1990 cereal crop is being harvested world-wide. The Food & Agriculture Organization of the U.N. puts global cereal output at 1,941 million tons, some 66 million tons more than last year. The boost reflects sharp increases in North America & the USSR. Even though the outlook for global food supplies has improved somewhat, global carryover stocks at the end of 1990-91 will remain close to the minimum level FAO considers necessary to safeguard world food security. Contact: P. M. Newhouse in Rome Fax: 0039 - 6 - 5797 -- 4495.

**NEW TURKEY CONTEST --** The National Turkey Federation is running another "Turkey Lovers' Recipe Contest" for young chefs aged 12 to 18. Entries will be accepted through April 1, 1991. First prize is \$2,000 for an original recipe from a teen. Each recipe must use at least one pound of fresh or fully-cooked turkey meat. Contact: Teresa J. Farney or Laurie A. Wilson 703 435-7209.

**BEETLE BAIT TESTED** -- A bait that tricks corn rootworm beetles into eating one last quick meal -- a tiny serving of insecticide -- is now being widely tested for the first time, a USDA scientist says. In August, the bait was spread on leaves of more than 1,000 acres of corn in South Dakota, Nebraska, Illinois, Iowa & Indiana. "If the new bait works," says USDA Entomologist Gerald R. Sutter, "corn farmers could dramatically cut insecticide use. That would be an important step in helping keep pesticides out of the nation's groundwater." Contact: Gerald R. Sutter (301) 344-3049.

**SAUDI ARABIA HAS HORSE SICKNESS** -- USDA is adding Saudi Arabia to its list of countries affected by African horse sickness. USDA will now require horses imported from or going through Saudi Arabia to enter the U.S. through the port of New York only, and to be quarantined there for at least 60 days. Countries infected with African horse sickness include: All nations of Africa, Spain, Portugal, the Yemen Arab Republic & Saudi Arabia. Contact: Amichai Heppner (301) 436-5222.

**FIND PHONY FLAVORS FAST** -- A USDA research chemist has invented a new technique to detect fraudulent food flavors. "Consumers expect to get what they pay for," says Gary R. Takeoka. "... a high quality synthetic flavor could taste just as good as a pure extract from a natural source. But you shouldn't have to pay as much for imitations." Takeoka's technique requires only a small sample to get a fast, accurate check for adulterated food flavor products. Contact: Gary R. Takeoka (415) 559-5668.

**1990 SOYBEAN PRODUCTION DOWN** -- Soybean production, at 1.8 billion bushels for 1990, is down slightly from last year because producers planted about 3 million acres less than last year. Overall, yields are expected to be near average & about the same as last year's. In the Corn Belt, the crop had a late start & has lagged behind the development norm by about two weeks. Dryness has been a problem in the South. Contact: James Schaub (202) 219-0840.

**I HEARD IT ON THE GRAPEVINE** -- Two new seedless grapes developed by USDA -- Fantasy Seedless & Crimson Seedless -- may join the popular red seedless grapes at your local grocery in a few years. "Every major grape nursery in California asked us for cuttings to grow new vines," says David W. Ramming. Fantasy produces a black fruit & Crimson is a red fruit. "If Fantasy Seedless and Crimson Seedless meet the exacting standards of nurseries, breeders and growers, they might show up in supermarket produce sections in three to five years," says Ramming. Contact: David W. Ramming (209) 453-3061.

**CHANGING CHANNELS** -- Beginning Saturday, Nov. 17, USDA TV's Saturday satellite feeds will be sent on transponder 12D (channel 23), rather than transponder 10D (channel 19). Time changes will also go into effect on that date, both the Saturday and Monday feeds being transmitted 30 minutes earlier than the old schedule. See page 3 of this issue for the new schedule.

## FROM OUR RADIO SERVICE

AGRICULTURE USA #1744 -- The new dietary guidelines give us more specific advice on how to have a more healthy diet. On this edition of Agriculture USA, Brenda Curtis talks with nutrition experts about the guidelines and how we can put them to use in our everyday lives.

CONSUMER TIME #1225 -- Hurry up turkey; dietary guidelines update; sending food "over there"; tips on eating healthier; world food aid outlook.

AGRITAPE NEWS AND FEATURES #1733 -- USDA news highlights; 1990 Farm Bill; Farm Bill and the environment; finally, a farm trade reform proposal from the E.C.; manufacturing grade milk price down sharply.

NEWS FEATURE FIVE #1345 -- Gene mapping midges; heredity & the environment; probing insect-borne diseases; goldenrod rubber?; brewing up rubber.

UPCOMING ON USDA RADIO NEWSLINE -- Thurs., Nov. 15, fruit outlook; Fri., Nov. 16, milk production report; Mon., Nov. 19, wheat outlook; cattle on feed report; catfish report; Tues., Nov. 20, ag. outlook; U.S. trade update; weekly weather and crop outlook.

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359  
Material changed at 5 p.m., EST, each working day.

FROM OUR TELEVISION NEWS SERVICE  
(Week of Nov. 8, 10 & 12)

FEATURES -- Pat O'Leary reports on the holiday turkey dinner and USDA's 1990 Scientist of the Year.

ACTUALITIES -- Clayton Yeutter, Secretary of Agriculture, and Louis Sullivan, Secretary of Health & Human Services, on new dietary guidelines; Susan Templin, USDA Meat & Poultry Hotline, with safety tips for sending food to the troops; Larry Witucki, USDA economist, on turkey price & supply; Gary Lucier, USDA economist, on holiday vegetable prices; Norton Strommen, USDA meteorologist, with a crop & weather update.

UPCOMING FEATURES -- Lynn Wyvill reports on safe turkey preparation; Pat O'Leary reports on improving grain inspection.

Available on Satellite Westar IV, audio 6.2 or 6.8, Transponder 12D (Channel 23):

THURSDAY . . . . . 7:30 - 7:45 p.m., EST  
SATURDAY . . . . . 10:00 - 10:45 a.m., EST\*  
MONDAY . . . . . 8:00 - 8:45 a.m., EST

\*P.S. Note the change in transponder for Saturday satellite feeds beginning Nov. 17. ALL USDA-TV feeds will be sent via transponder 12D (Channel 23).



## OFF MIKE

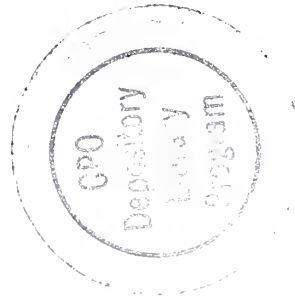
COMBINES...are finally operating in central Ohio, two weeks behind schedule, says Joe Cornely (WRFD, Columbus). Excessive ground moisture and late development delayed the harvest. Corn and soybeans yields are good, and if dry weather holds, producers will get the crop in. Joe says the used machinery market remains active, and producers who are realizing a good income this year seem to be holding onto it rather than investing in new equipment.

HARVEST...is nearly completed in Nebraska. Kim Dlouhy (WOW, Omaha) says most producers had good corn and soybean crops. Kim had an opportunity, during the recent visit to Omaha of former Great Britain prime minister Edward Heath, to ask about the European Community's action against U.S. meat exports. Kim says Heath expressed support for the ban.

### ***Farm Broadcasters Letter***

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Radio-TV Division  
U.S. Department of Agriculture  
Washington, D.C. 20250-1300

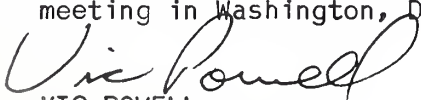
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RESERVOIRS...have been depleted in Idaho, reports Bob Burtenshaw (KID, Idaho Falls), and the outlook depends on whether one believes what butterfly larva are indicating or the weather forecasters. Bob says they don't agree. Outlook calls for little moisture. Last year at NAFB Bob won a trip to Pennsylvania. He and his wife made the trip in September and he says they thoroughly enjoyed it.

BROADCAST...farm policy written for WHO, Des Moines, Iowa in 1936 by Herb Plambeck (Iowa/Living History Farms), and reprinted in his recently released book "Never A Dull Moment," remains applicable today. The ten point policy reflects the fact that service to a station's audience was the foundation for success then and remains so today for all stations.

CONGRATULATIONS...to our Lynn Wyvill. She recently served as moderator for two seminar panels of the International Television Association annual meeting in Washington, D.C.; video vendors & scriptwriting.

  
VIC POWELL  
Chief, Radio & TV Division